Fraternal Order of Eagles

SPRING REPORT 2012

F.O.E.

WE ARE PEOPLE HELPING PEOPLE

SOAR

THE OFFICIAL BULLETIN OF THE FRATERNAL ORDER OF EAGLES GRAND AERIE

Brothers and Sisters,

The best time of year to be an Eagle is finally here. From Conference meetings to State Conventions to International Convention, these months always afford us the opportunity to see old friends, make new ones and enjoy the best parts of being a member of one of the greatest organizations in the world.

This year will be extra special in that regard as we both get to experience these events as Grand Presidents. We simply cannot express the gratitude we both have for how well we have been treated on the road during our year of service.

So many of our Aeries and Auxiliaries have stepped up to the plate with wonderful donations, fabulous meals and incredible hospitality that has far exceeded our every expectation.

The pride we feel now as members of The Fraternal Order of Eagles cannot be explained in words - all because of you.

We hope we've made this year as special for you as all of you have made it for us! Now let's move forward and finish strong!

Fraternally,
Grand Worthy President Mel Fry &
Grand Madam President Gwen Stallkamp

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The Official Bulletin of The Fraternal Order of Eagles Grand Aerie

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Welcome to Soar, the official bulletin of The Fraternal Order of Eagles. Each month, Soar will carry to you the latest news and information from the Grand Aerie. In April and October, full color reports will be mailed free-of-charge to all Eagle households. The remaining 10 months will feature a 6-page, black-and-white bulletin available free on our Members-Only website, or via email to those with valid email addresses in MMS (ask your secretary). In addition, copies will be mailed to each Aerie home to be shared by all members. Please help us spread the word. Print the online bulletin and pass out to other members, or drop a few copies off at the library. Forward your electronic copy to a friend.

Stronger communication – top to bottom and bottom to top – is a shared responsibility. We encourage bulletin editors and webmasters to use any of this material in their publications. While space is generally limited to Grand Aerie news in our print editions, we will continue to publish all of your news items online, and freely distribute to the media through our Local News Program. If you've had a wildly successful fundraiser, or are planning a unique public event, please contact us. We'll draft a press release, give you the opportunity to proofread it, and then get it to the media.

We ask that you candidly share any comments regarding Soar, or any of our communications. Contact information for the Marketing & Communications Department is located at the bottom of the opposite page. We look forward to hearing from you!

Since 1898, the Fraternal Order of Eagles has worked tirelessly in communities across the United States and Canada to improve the quality of life for a diverse range of citizens. From seniors to children, from those struggling with disease to those down on their luck, the F.O.E. has a wide-ranging impact across North America and beyond.

If you are considering membership, visit your local Aerie. An Aerie locator is posted on the front page of our website: www.foe.com. Better yet, click on "Become a Member" at the top of the page, and fill out the form. We'll get it to the proper location, and you will be contacted about potential membership.

F•O•E The biggest Eagles event of the summer is coming to Grand Rapids, MI., July 9-12! The Amway Grand Hotel will serve as headquarters for the 2012 International Convention with adjacent hotels the J.W. Marriott and Courtyard by Marriott serving as additional lodging for our members.

International Convention is the centerpiece of our organization and serves as both a grand finale and an inspired beginning to each fraternal year.

The 2012 Convention once again offers our members new and unique ways to interact through various classes, entertainment, banquets and more.

Don't miss out on this once-a-year opportunity!

Make Your Reservations Now!
Amway Grand Hotel
Almost Sold Out!
1-800-253-3590

J.W. Marriott & Courtyard Marriott
1-888-266-9432

All members staying at one of our three designated hotels will receive complimentary internet.

Registration for the 2012 International Convention is $45.

Ticket Prices (Per Person):
- Mr. & Mrs. Banquet - $36
- Auxiliary Banquet - $30
- Prayer Breakfast - $20
- Internal Unit Luncheon - $20

Ticket prices include meal and live entertainment. To order, call 614-883-2200.

International Convention provides a diverse slate of classes & special offerings to educate our members. Classes and Offerings include: Drop-In Sessions for Troubled Aerie/Auxiliary Questions; MMS Training; Local News/Publicity Training; Accounting information on Charities and Taxes; Legal Information for Locals; and much more. The Program Book will include a full listing.

Sunday, July 8, marks the finale of Iron Eagle 2012: Mobilizing To Defeat Diabetes. Watch as Grand Trustee Darrell Rall crosses the finish line in Grand Rapids - with all donations going to the F.O.E. Diabetes Research Center. To make a donation now, visit www.foe.com and click on the Diabetes box. To get more information about the event, visit www.ironeagle.org.

Headlining this summer's Welcome To Grand Rapids show is legendary musician Don Felder. Felder (pictured above) is best known as the former lead guitarist for Rock & Roll Hall of Famers, The Eagles. Don will be presenting his show, "An Evening at the Hotel California" for members this July. Also performing throughout the week are country artists Neal McCoy (Mr. & Mrs. Banquet) and Nathan Osmond (Auxiliary Banquet), comedian Gord Paynter (Joint Session) and "Where Eagles Fly" singer James Rogers (Prayer Breakfast and Mr. and Mrs. Banquet).

Official Sponsors of the 2012 International Convention Include: Quill, Nationwide, Great Clips, Halo and Jackson & Jackson Insurance. There's still time for other sponsors to join us. Call today: 614-883-2210.

The 2012 Convention will feature a unique Internal Unit Luncheon, open to members in extracurricular Eagles activities including R.E.A.C., Eagle Riders, J.O.E, and more! This offers members the chance to converse with others from across the jurisdiction. The luncheon will be held Wed., July 11, with tickets available for $20, including meal and entertainment by renowned entertainer/mentalist Jon Stetson.

The official 2012 International Convention Commemorative Stein will be on sale throughout the week in Grand Rapids for $45. Don't miss out on your chance to own this unique collector's item!

More convention opportunities:

- The International God, Flag & Country Oratory Competition Finals
- The Child Advocacy Day Award Presentation (entries still being accepted)
- The Auxiliary Marketplace to benefit The Fraternal Order of Eagles Diabetes Research Center
- Free medical testing provided by The University of Michigan
- F.O.E. Racing Chevy and driver James Buescher on site
- F.O.E. Talent Show (Deadline to enter June 30)
- ...and more!

Updated information will be maintained on our website.

GRAND AERIE FINANCES

Charity reports are presented through 12/31. Grants are paid from prior years' contribution balances. Balances are accumulated per state/province.

Charity Contributions

Charity Foundation	$99,115
Diabetes Research Center	$917,118
Max Baer Heart	$116,949
Hansen Diabetes	$82,840
Art Ehrmann Cancer	$182,635
DD Dunlap Kidney	$56,776
Muscular Dystrophy	$9,087
Durante Children's	$185,632
Lew Reed Spinal Cord Inj.	$47,218
Blackie Floyd Alzheimer's	$60,259
Golden Age/Parkinson's	$38,768
Memorial Foundation	$92,659
Eagle Village	$30,387
Total Contributions	$1,919,443

Fundraising Expense

The F.O.E. contracted with DNT to raise awareness and contributions to the DRC.

Fundraising Expense	$500,205

Charity Grants

Charity Foundation	$128,196
Diabetes Research Center	$5,000,000
Max Baer Heart	$298,418
Hansen Diabetes	$249,493
Art Ehrmann Cancer	$374,883
DD Dunlap Kidney	$52,615
Durante Children's	$360,337
Durante Child Abuse Prev.	$32,894
Lew Reed Spinal Cord Inj.	$4,169
Blackie Floyd Alzheimer's	$126,393
Golden Age/Parkinson's	$155,810
Memorial Foundation 27 children/16 students	$60,835
Home Fund	$83,419
Total Grants	$6,927,462

How is your $8 per capita tax utilized? The chart at right breaks it down based on 2010-2011, with explanations below. We work daily to serve you in the most efficient ways possible.

Membership & Marketing	$2,529,567	$2.07
Administrative	$1,935,399	$1.58
Grand Aerie Staffing	$1,892,228	$1.55
Meetings	$1,529,918	$1.25
Other	$1,275,000	$1.04
Operations	$624,362	$0.51
Total	$9,786,474	$8.00

Membership and Marketing: Publications, GA Convention Expenses, Membership Awards, Brochures, Contests & Awards, Membership/Marketing Programs, Legislative
Administrative: Audit Fees, Legal Expenses, Licensing & Regulations, Network & IT, Insurance, Officer Salaries, Benefits, Payroll Taxes, Retiree Benefits
Grand Aerie Staffing: Total Payroll for Staff, Including Department Heads
Meetings: Conventions & Regional Conferences GWP and GMP Travel, BOGT Meeting, Rep Travel (assignments), Deputy & Agent Travel, Incoming Presidents Meetings
Other: Interest Expense (Loans),Pension Funding Shortfall per ERISA
Operations: Utilities, Building Maintenance, Capital improvements, Real Estate Taxes, Internet & Phone, Office Supplies, Copier Leases, Postage

DRC Message from Leadership

Thank you for your help in developing the Fraternal Order of Eagles Diabetes Research Center. Research funded by the F.O.E. is underway and we are breaking scientific ground. Unfortunately, receipts indicate a fundraising slow down. We need your help.

At last year's pace, we fell nearly $2 million short of the $5 million annual commitment. That shortfall was filled by securing a loan. Although we've presented $15 million of our $25 million commitment, significant donations did not come from the grassroots level. These include: $5 million from the Auxiliary; $1.75 million from the Memorial Foundation; and another $750,000 from investment earnings. Our internal resources for such funding are tapped out. While we remain hopeful about other fundraisers – those in concept and those yet to come - there is not money to take to the bank.

The answer is that each of us – Every Eagle – must stand up and be counted. When we have met our commitment, this magnificent accomplishment will surely be the pride of every Eagle. Please help us re-energize this campaign. Plan an event. Hold a fundraiser. We must act now. There is no time to waste.

To learn more about our progress or to ask questions, please feel free to contact us.

DRC International Co-Directors
Tom McGrath: 802-989-0996
email: mcgrathvt@aol.com
Jean Kerr: 306-692-9881
email: jeankerr@sasktel.net

Financial Notes

The Charity Foundation received more than 3,300 contributions through Nov. 30, 2011, and has paid out over 500 grants. Contributions are raised by the membership across North America.

The $5,000,000 payment to the University of Iowa Foundation in November 2011 was made with membership contributions of $1,900,000 from grassroots efforts. The Memorial Foundation contributed $1,000,000. The difference was made up with a line of credit of $2,100,000. Current donations from grass roots efforts are down over the same period last year.

The Fraternal Order of Eagles has entered into a $1,000,000 contract with DNT Enterprises to provide awareness and promote fundraising for the DRC through a record breaking motorcycle ride. Trustee Darrell Rall has taken on the ride, and all donations through the link at www.foe.com are pledged directly to the DRC. The Charity Foundation will reimburse the Grand Aerie the $1,000,000 fundraising expense from the contributions.

Our dynamic web presence offers an excellent gateway to interact with prospective members, and we are now leveraging our virtual presence in a more productive way. A new "Become a Member" tab is located on the home page of www.foe.com featuring a brief questionnaire. This is not an online application – just a simple way for non-members to submit an inquiry. Inquiries are dispatched to State/Provincial Presidents, Secretaries, and Membership Chairs. It is their job to connect the proper Aerie/Auxiliary with the prospect.

This change is a huge success. In just 90 days, with no advertising, we captured more than 180 prospective members – an average of 2.2 per day. We'll continue working to help you reach your goals, and make the F.O.E. stronger than ever!

In addition, the Grand Secretary's Office has created a new black-and-white application to be more cost efficient and to make the application more portable. The standard practice of printing applications in a variety of brochures proved costly. When changes were made to the application, the brochure became instantly out of date. Copies of the new application are free, and will be included in every order you place for select membership program brochures. Please insert them in your brochures, and be sure to carry them in your wallets and purses. Always having an application at hand is key to membership growth.

Membership in the F.O.E. brings countless benefits. Chief among them is the unmatched benefit of protection offered by the Memorial Foundation. Part of being an Eagle is supporting our brothers and sisters when times get tough. The Memorial Foundation was created to help provide medical and educational benefits to children of members who lose their lives while serving their country or while at work. As an Eagle, you and your family are automatically protected by this unprecedented safety net.

Our benefits are growing. This spring, you'll hear about a new program which will offer significant discounts on standard auto and homeowners/condo/renters insurance. Details on this program are on the way!

The Grand Aerie staff is working harder than ever to keep you in the loop, and to provide you with new tools with little delay. Last summer, we rearranged the information on our website to provide a public marketing presence up front, and a new Members-Only web area. The Members-Only web is a great way to create discussion among members, share tools, and post updates. Please register by clicking the Members-Only Login words in the top right corner of the home page at www.foe.com. All you need is your Grand Aerie ID number. Email websupport@foe.com with any questions.

Communication among and between all Eagles remains a critical component to strengthening our core. Remember that the Membership Management System (MMS) is the heart of daily communications. Be sure that your records, including mailing address and email address, are up to date. More and more, we are using this information to reach you as efficiently as possible. Contact your secretary today to share any changes in your contact information.

The Membership Department is building new programs to assist your membership efforts. Introducing "Cell Mates." We all have contacts in our cell phones who are not members of the F.O.E. Why not give them a call? Talk to them about the benefits of being an Eagle, and the pride that comes from helping those in need. Talk about our charities, our international drive to cure diabetes, and our economical family entertainment. Full details about this program were distributed to incoming Regional and State/Provincial Presidents.

The program is also available on the Members-Only site. While you're there, take a look at Membership Motivators, a new way for Eagles to help Eagles. Share your best ideas for membership gains and retention, and comment on those already posted. We're counting on you to make this area a great place to share insight.

F•O•E We are the Fraternal Order of Eagles – and we have a great story. Our new video, produced on DVD which can be played on both computers and TV DVD players, offers a quick overview of the F.O.E. It's a great tool for an open house, a community event, or – well, use your imagination! The video is free to all Aeries/Auxiliaries – one per year. And we'll even customize it if you send us photos. Get more information on the Members-Only area of our website, or give us a call today and we'll send you the program sheet.

Sporting Events

Darts Tournament, April 27-29, Belton, MO

Men's & Women's Bowling Tournament, May 5 – July 1 Bellefontaine, OH

Coming Up: Summer Horseshoes, July, Burton, MI; and International Golf Tournament, July, Ypsilanti, MI.

Watch upcoming publications and the Members-Only Website for more sports information. Questions? Call Mike at 614-883-2210.

Our NASCAR sponsorship is producing results. The Grand Aerie is sharply focused on measurable gains in both membership and organizational visibility. Our contract has been retooled to give us more exposure for less expense. In addition, we have a fantastic new partnership with fellow Turner Motorsports sponsor Great Clips. As their show car travels the country, F.O.E. printed materials travel along. This partnership comes at no cost. Great Clips is preparing discounts for our members, and is officially a sponsor of the 2012 International Convention.

The NASCAR season started off with a terrific "bang" for the F.O.E. as driver James Buescher drove into victory lane on Feb. 25, in Daytona. This win gave us extraordinary visibility, and resulted in a 30% increase in website traffic. Now that's a win! Look for more developments as the season unfolds.

We have F.O.E. racing hats and shirts for sale to our members. Contact supplies@foe.com or call 614-883-2178. Also look for them at International Convention!

We continually work to help you add quality members to your rolls. One of the lesser known programs we offer is about to gain big momentum. "Those Who Serve" offers the first year of membership free to all Law Enforcement Officers, Correctional Officers, Firefighters, Emergency Medical Technicians and Honorably Discharged/Inactive Military (including inactive Military Police & Firefighters).

Membership staff will host a booth in April, attending the Fire Department Instructors Conference (FDIC). The annual conference is the world's largest firefighter training conference and will be held at Lucas Oil Stadium in Indianapolis. Our goal will be to personally encourage prospective members and spread the word about our good works as well as the benefits of membership in the F.O.E. We'll keep you posted on our results from the field.

Membership Leaders

Top 10 Aerie (As of 2/29)

1. Lake Havasu City, AZ #4299	284
2. North Canton, OH #2223	278
3. Port Orange, FL #4089	262
4. Coshocton, OH #761	252
5. Norwalk, OH #711	236
6. New Port Richey, FL #3153	224
7. New Boston, OH #2271	221
8. Hanover, PA #1406	217
9. Coeur D'Alene, ID #486	202
10. Sunbury, PA #503	193

Top 10 Auxiliary (As of 2/29)

1. Canton, OH #2370	145
2. Auburn, WA #2298	139
3. Puyallup, WA #2308	127
4. Lake Havasu City, AZ #4299	125
5. Hanover, PA #1406	120
6. Port Orange, FL #4089	109
7. Chagrin Falls, OH #2436	106
8. Coeur D'Alene, ID #486	105
9. Gettysburg, PA #1562 (tie)	102
Medina, OH #2224 (tie)	102

Top 10 Individuals (Aerie as of 3/12)

1. Tom P. Lindsey New Boston #2271	205
2. JD Dawson North Canton #2223	109
3. Alan H. Failor Medina #2224	96
4. Roger Bisson Fostoria #430	92
5. Larry Silverthorn Bemidji #351	84
6. Curtis M. Leonard Port Orange #4089	70
7. Debbie Retterath Lookout #703	69
8. Cherilyn Rhoads Coeur D'Alene #486	67
9. Roy E. Swartz Winchester #824	65
10. James E. Bryan Lake Port Eagles #4523	63

Top 10 Individuals (Aux. as of 3/12)

1. Mary M. Hornsby Maple City #711	52
2. Jean M. Heflin Fredericksburg #4123	40
3. Faye Barnett (tie) Seattle #1	36
Connie J. Brown (tie) Auburn #2298	36
Jennifer L. Kless (tie) Chagrin Falls #2436	36
6. Carol J. Dupke Fort Kearney #2722	32
7. Denise Barnes (tie) Wellington #2051	30
Lois G. Tuller (tie) Pasco #2241	30
Cleo Lonnie Ritchie (tie) Roslyn #696	30
10. Sherl Walkenbach Granite City #1126	29

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